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DEPT FOR SCA/CEN (GEHRENBECK), EB/CBA (WINSTEAD/AYBAR)

E.O. 12958: N/A

TAGS: BEXP BTIO ECON EINV ETRD KG

SUBJECT: EMBASSY BISHKEK BFIF PROPOSALS

REF: 06 STATE 189849

¶1. In response to reftel, Embassy Bishkek hereby submits two proposals for the use of Business Facilitation Incentive Fund (BFIF) resources in 2007. Details of the two proposals are outlined below.

¶2. The first proposal is entitled "Outreach to Kyrgyz Businessmen."

Justification: Embassy attended the January 27, 2007 conference of the Union of Kyrgyz Businessmen. This conference, which occurs only every three years, attracted approximately 1,000 Kyrgyz businessmen from throughout the country. These individuals represent firms that are candidates for the purchase of U.S. goods or potential partners for U.S. firms in local and regional markets. Using BFIF, Embassy proposes to obtain the mailing list of attendees in order to send materials concerning how to develop commercial links with U.S. companies. This outreach will identify partners and potential buyers of U.S.-sourced goods. Our BISNIS representative will be able to post leads and take additional steps in conjunction with this proposal.

Planning Milestones: Obtain mailing list/s by February 28; Prepare materials by March 16; Mail packets by March 23; Process responses by April 30; Generate summary report by May ¶18.

Estimated Costs: Total \$900.00 for procuring the mailing list/s, preparing the materials and mailing the packets.

Contacts: Commercial/Economic Officer Gregory Winstead (winsteadgm@state.gov) and BISNIS/Commercial Assistant Artyom Zozulinsky (zozulinsky@state.gov).

¶3. Second proposal is entitled "Doing Business with the USA Seminar."

Justification: Many Kyrgyz businessmen are unfamiliar with business opportunities and resources available in reaching out to potential U.S. business partners. Embassy proposes that our FCS partnership post senior commercial officer visit Bishkek to lead a seminar on conducting business with the United States. While the focus of the seminar would be the mechanics of conducting business, the forum would also provide opportunities for the Embassy to market its resources, the Ambassador to highlight U.S. outreach in a non-political field, the Embassy to engage Kyrgyz officials on the business environment and all the local American Chamber of Commerce to showcase its resources. Embassy anticipates that 100-150 people might attend this seminar.

Planning Milestones: Send invitations by May 15; Prepare materials for conference by May 30; Hold conference on or about June 6.

Estimated Costs: Total \$2,200.00 for room rental/service, translation and material preparation. FCS commercial officer travel expenses of approximately \$630.00 are not included in this estimate.

Contacts: Commercial/Economic Officer Gregory Winstead (winsteadgm@state.gov) and BISNIS/Commercial Assistant Artyom Zozulinsky (zozulinsky@state.gov).

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